Marketing

MBA Core and Electives
2014-2015

June 2014
Overview

- MKT Full-time MBA Core Overarching Framework (“3C-STP-4P”) and Faculty
- 2014-15 MKT Elective Schedule by Semester
- 2014-15 MKT Instructor Schedule
- 2014-15 MKT Elective Schedule by Semester and Instructor
- Individual Course Descriptions (Topics, Career)
2014-15 Full-time MBA MKT Core

Customer

Company

Competition

Strategy
- Segmentation
- Targeting
- Positioning

Product

Price

Promotion

Place (distribution)

Kanishka Misra    John Branch
## 2014-15 MBA MKT Electives by Semester

<table>
<thead>
<tr>
<th>COURSE</th>
<th>NAME</th>
<th>FALL 2014</th>
<th>FALL 2014</th>
<th>WINTER 2015</th>
<th>WINTER 2015</th>
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<tbody>
<tr>
<td>MKT 601</td>
<td>Strategic Marketing Planning</td>
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<td>MKT 608</td>
<td>Pricing Strategy and Tactics</td>
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<td>MKT 609</td>
<td>Basics of Sales Management</td>
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<td>MKT 613</td>
<td>Consumer Behavior</td>
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<td>International Marketing Management</td>
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<td>MKT 621</td>
<td>Applied Advertising</td>
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<td>MKT 624</td>
<td>Co-Creation of Value</td>
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<td>MKT 625</td>
<td>Innovation in New Products/ Services</td>
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<td>Models for Marketing Decisions: Marketing Engineering</td>
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<td>MKT 640</td>
<td>Global Supply Chain Management</td>
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(n) is number of sections
## 2014-15 MBA MKT Instructor Schedule

<table>
<thead>
<tr>
<th>INSTRUCTOR</th>
<th>FALL 2014 A</th>
<th>FALL 2014 B</th>
<th>WINTER 2015 A</th>
<th>WINTER 2015 B</th>
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<tbody>
<tr>
<td>Ravi Anupindi</td>
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<td>(1)</td>
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<tr>
<td>Anocha Aribarg</td>
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<tr>
<td>Rajeev Batra</td>
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<tr>
<td>John Branch</td>
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<tr>
<td>Katherine Burson</td>
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<tr>
<td>Follett Carter</td>
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<tr>
<td>Fred Feinberg</td>
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<tr>
<td>Tom Kinnear</td>
<td></td>
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<tr>
<td>Aradhna Krishna</td>
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<tr>
<td>Christie Nordhielm</td>
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<tr>
<td>Tim O’Day</td>
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<tr>
<td>Venkat Ramaswamy</td>
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<tr>
<td>Scott Rick</td>
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<tr>
<td>S. Sriram</td>
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*(n) is number of sections*
# 2014-15 MBA Marketing Electives (Semester + Instructor)

## Fall 2014

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Instructor/Details</th>
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<tbody>
<tr>
<td>M601</td>
<td>Strategic Marketing Planning</td>
<td>Tom Kinnear (1 section, 2.25 credits)</td>
</tr>
<tr>
<td>M603B</td>
<td>Strategic Brand Management</td>
<td>Rajeev Batra (3 sections, 2.25 credits)</td>
</tr>
<tr>
<td>M608</td>
<td>Pricing</td>
<td>Aradhna Krishna (2 sections, 3 credits)</td>
</tr>
<tr>
<td>M618</td>
<td>Marketing Analytics</td>
<td>Anocha Aribarg (2 sections, 3 credits)</td>
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<tr>
<td>M640</td>
<td>Supply Chain Mgmt.</td>
<td>Ravi Anupindi (1 section, 3 credits)</td>
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## Winter 2015

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<tr>
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<tbody>
<tr>
<td>M609</td>
<td>Basic Sales Management</td>
<td>Carter Follett (1 section, 1.5 credits)</td>
</tr>
<tr>
<td>M611</td>
<td>Advertising Management</td>
<td>Katherine Burson (1 section, 2.25 credits)</td>
</tr>
<tr>
<td>M613</td>
<td>Consumer Behavior</td>
<td>Scott Rick (1 section, 1.5 credits)</td>
</tr>
<tr>
<td>M614</td>
<td>Social Marketing</td>
<td>Christie Nordhielm (1 section, 1.5 credits)</td>
</tr>
<tr>
<td>M615-A</td>
<td>International Marketing Mgmt.</td>
<td>John Branch (1 section, 1.5 credits)</td>
</tr>
<tr>
<td>M617-B</td>
<td>Sensory Marketing</td>
<td>Aradhna Krishna (1 section, 1.5 credits)</td>
</tr>
<tr>
<td>M621-A</td>
<td>Applied Advertising</td>
<td>Tim O'Day (1 section, 1.5 credits)</td>
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<td>Service Marketing Management</td>
<td>John Branch (1 section, 1.5 credits)</td>
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<td>Co-Creation of Value</td>
<td>Venkat Ramaswamy (1 section, 3 credits)</td>
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<td>Innovation in New Products/Services</td>
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<tr>
<td>M630-B</td>
<td>Models for Marketing Decisions:</td>
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<td>Marketing Engineering</td>
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<td>Fred Feinberg (3 sections, 2.25 credits)</td>
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MBA Marketing Electives F2014-W2015

Fall 2014

- M601A  Strategic Marketing Planning
  Tom Kinnear (1 section, 2.25 credits)

- Topics
  ~ Formulation and implementation of successful marketing strategy
  ~ Concepts, tools, and skills required to meet strategic marketing challenges faced by a firm over time
    - Identifying and selecting market opportunities
    - Customer focused innovation
    - Launching new innovations
    - Entering established markets
    - Competing in established markets
    - Attracting and retaining customers
    - Building and maintaining brands
    - Succeeding in emerging markets
    - Entering adjacent markets
    - Interfacing with R&D, finance, IT, HR, & operations
  ~ StratSim – a fast-paced and exciting simulation of market-based competition
    - Develops and tests strategic marketing decision-making skills
    - Integrates strategic marketing concepts and tools
    - Ties together concepts and skills from Marketing, R&D, Operations, Finance, and HR

Career Relevance

- Brand management (CPG, industrial, and services)
- Consulting
- Entrepreneurship
- Investment banking and venture capital
- General management
Fall 2014

- **M603-B** Strategic Brand Management
  Rajeev Batra (3 sections, 2.25 credits)

- **Topics:**
  ~ Payoff from building strong brands
  ~ Conditions when brands matter most
  ~ How to build strong brands: framework and roadmap
  ~ Strategies and tactics to build each component of brand equity: awareness, identity, quality and leadership reputation, brand associations, loyalty
  ~ Leveraging brand strength via brand extensions
  ~ Brand architecture and portfolios
  ~ Brand valuation for acquisition plus ROI assessment

Career Relevance

- Brand management (CPG, industrial, and services)
- Advertising
- E-marketing
- Consulting
- Hi-Tech
- General Management
MBA Marketing Electives F2014-W2015

Fall 2014

• M608 Pricing Strategy and Tactics
  Aradhna Krishna (2 sections, 3 credits)
  
  The course focuses on capturing the value created by the product, promotion, and distribution. It uses both qualitative (consumer psychology) and quantitative (statistics) techniques.

• Topics:
  ~ Determine the proper role of costs in pricing
  ~ Calculate the value of a product or service to different customer segments
  ~ Understand the psychological impact of pricing on customer judgments and behavior
  ~ Estimate demand and price sensitivity in the marketplace
  ~ Identify and develop opportunities for price customization
  ~ Integrate pricing into an overall marketing action plan

Pricing is NOT safe in the hands of marketers alone. It should have input from finance, accounting, and sales personnel. We take a general management perspective and learn the concepts, theory, and latest thinking bearing on the key issues in pricing.

Career relevance

• Marketing managers
• Channel managers: CPG and industrial
• Consultants
• Finance and accounting managers
• Entrepreneurs
• Service, media, entertainment industry managers
MBA Marketing Electives F2014-W2015

Career Relevance

• Sales professionals
• Senior marketing executives
• Sales management executives
• Financial Executives
• Entrepreneurs
• Senior consultants and accounting firm partners
• General managers

Winter 2015

• M609A  Basic Sales Management
  Follett Carter (1 sections in Winter, 1.5 credits)

• Topics:
  ~ Selling as a profession in the business to business world
  ~ Customer Interface Strategies and Selling Effectiveness
  ~ Creating a Sales Dynasty
  ~ Beating the Sales Plan – the Productivity Keys
  ~ Managing for Success – the Process Keys
  ~ The Pursuit of World-Class Performance
Career Relevance

• Brand management (CPG, industrial, services)

• Advertising agencies: account executives, account planning, media planners, researchers

• Digital/social marketing managers

• General manager of companies utilizing advertising

Winter 2015

• M611 Advertising Management
  Katherine Burson (1 sections, 2.25 credits)

• Topics:
  ~ Integrated marketing communications framework
  ~ Selecting target consumers
  ~ Setting communications objectives
  ~ Evaluating creative alternatives
  ~ Advertising testing
  ~ Media planning: traditional and non-traditional, including digital media
  ~ Advertising research
  ~ Promotions
## MBA Marketing Electives F2014-W2015

### Career Relevance

- Brand Management
- Business Development
- Innovation Practice
- Consumer Insights & Market Knowledge
- Consulting
- Advertising
- Public Policy

### Winter 2015

- **M613-A Consumer Behavior**  
  Scott Rick (1 section, 1.5 credits)

  - **Topics:**
    - Consumer research methodology
    - Motivation and goal pursuit
    - Memory and information processing
    - Measuring and changing attitudes
    - Judgment and decision making
    - Behavioral economics
    - Social influence and persuasion
    - “Sticky” ideas and the sharing of information
The purpose of this course is to prepare you for positions in today’s organizations by:

• Providing you with knowledge of international marketing concepts and theories
• Giving you both the skills and the opportunity to apply these international marketing concepts and theories in a variety of organizational, industrial, and cultural contexts

MBA Marketing Electives F2014-W2015

Winter 2015

• M615-A  International Marketing Mgmt.
  John Branch (1 section, 1.5 credits)

The course begins by introducing the two imperatives of international marketing: the strategic imperative and the cultural imperative. It then explores more deeply the role of culture in international marketing. The course continues by introducing a strategic framework for international marketing management, proceeding in a step-wise manner through this framework, and emphasizing the activities of:

~ Internationalization candidate market selection
~ International marketing research
~ International marketing strategies
~ Internationalization modes
~ International segmentation, targeting, and positioning
~ The international marketing mix
Career Relevance

- Marketing managers
- Retail and channel managers: CPG and industrial
- Consultants
- Entrepreneurs
- Service, media, entertainment industry managers

Winter 2015

- M617-A Sensory Marketing
  Aradhna Krishna (1 section, 1.5 credits)

Sensory marketing is a very rapidly growing field within marketing and Professor Krishna is one of its pioneers. Sensory marketing focuses on sub-conscious triggers that make people buy. This course is the first one on the subject, and is taught exclusively at the Ross School of Business during the winter term. Through in-class demonstrations and experiments, the class will examine the manner in which a product’s look, feel, taste, sound, and smell contribute to how it is perceived, and how people respond to it. For instance, while certain colors have been copyrighted for a long time (i.e. Tiffany blue), smells are only recently being copyrighted (e.g., a grass smell for a specific brand of tennis balls); presumably, this unique smell gives some advantage to a brand. However, the exact effect of a ‘signature scent’ for a brand is not well understood by practitioners. This unique course will explore all five senses in depth, and will provide students with a new and deeper understanding of sensory marketing and perception.
Fall 2014

• M618  Marketing Research
  Anocha Aribarg (2 sections, 3 credits)

• Topics:
  ~ Introduction to the marketing research process
  ~ Linking data to managerial decision making
  ~ Qualitative research
  ~ Measuring customer life time value
  ~ Questionnaire design
  ~ Data analysis for survey research
  ~ Data analysis for syndicated (e.g., ACNielsen SCANTRAK and consumer panel) data
  ~ Marketing experiments and test markets
  ~ Introduction to discrete choice models and conjoint analysis
  ~ Segmentation techniques (factor and cluster analyses)

Career Relevance

• Brand management (CPG, industrial, services)
• Consumer insights (CPG, industrial, service)
• Consulting
• Entrepreneurship
• Advertising agencies
• Non-profit marketers and general managers
• Investment Banking
### Career Relevance

- Brand managers (CPG, industrial, services)
- Advertising managers
- Advertising agency managers
- Consultants
- General management of companies that advertise

### Winter 2015

- **M621-A Applied Advertising**
  Tim O’Day (1 sections, 1.5 credits)

- **Topics:**
  ~ Development, identification, and leveraging advertising ideas
  ~ Creative insights: where to find them
  ~ Important advanced trends in media: traditional and non-traditional
  ~ Effective creative strategy
  ~ Picking winning campaigns: how to analyze them
  ~ How to develop and deliver an effective advertising recommendation to a client
The purpose of this course is to prepare you for positions in today’s organizations by:

- Sensitizing you to the characteristics which distinguish goods and services
- Identifying the unique strategic challenges of services
- Providing you with a new set of tools for managing these strategic challenges

The course begins by exploring the service economy, essentially trying to convince you of the importance of services. It then defines services, highlighting in particular the unique characteristics which distinguish goods and services (presented as the 4 Is), and identifying the corresponding strategic challenges which result from these characteristics. The course proceeds with a more detailed examination of each of the 4 Is, and develops a new set of tools for managing these strategic challenges. The course concludes by predicting the future of services and discussing the implications for marketing and management.
**Career Relevance**

- For all individuals in any type of enterprise in the private, social, and public sectors

**Winter 2015**

- **M624** Co-Creation of Value  
  Venkat Ramaswamy (1 section, 3 credits)

**Topic:**

With individuals (whether customers, employees, partners, or other stakeholders) not only more informed and connected, but also empowered and active, the future of value creation lies in enterprises engaging individuals as stakeholders to *create value together*. Co-creation thinking expands value creation through a *“win more-win more”* approach. The practice of co-creation will be discussed through numerous examples in the course, spanning a wide range of sectors and industries globally.
Career Relevance

• Brand manager: CPG, industrial, and services

• Innovation managers

• Consultants

• Entrepreneurs

Winter 2015

• M625 New Product Innovation Management
  S. Sriram (1 sections, 2.25 credits)

• Topics:

  ~ Creativity tools for idea generation for new products
  ~ Concept development and testing
  ~ Sales forecasting techniques for new products
  ~ Test marketing/prediction markets
  ~ Organizing for innovation
  ~ Stages/gates system for new product development and commercialization
Career Relevance

• Brand management (CPG, Industrial, Services, Web)
• E-marketing
• Marketing research
• New product planning
• High-level consulting
• Anywhere analytics matters

Winter 2015

• M630-B Models for Marketing Decisions: Marketing Engineering
  Fred Feinberg (3 sections, 2.25 credits)

• Topics:
  ~ **Main Idea**: Linking Data to Marketing Actions via Analytics; *getting at ROI*
  ~ Segmentation and targeting
  ~ Clustering and discriminant analysis
  ~ Positioning, perceptual maps and MDS
  ~ Scanner panel data, Nielsen and IRI
  ~ Forecasting (e.g., Bass Model)
  ~ Latent class analysis (some “Bayesian”)
  ~ Discrete choice models
  ~ Conjoint analysis (choice-based)
  ~ Other “advanced methods” for data-driven marketing analytics
MBA Marketing Electives F2014-W2015

Fall 2014 and Winter 2015

- **M640/TO620 Global Supply Chain Mgmt.**
  Ravi Anupindi (2 sections, 3 credits; 1 section in each term; once in the evening)

- **Topics:**
  - Strategy and Supply Chain
  - Material, Information, and Financial flows
  - Design of efficient supply chains (long life cycle products)
  - Design of responsive supply chains (short life cycle products)
  - Design of supply chain for variety
  - Supply Chain and the CFO
  - Outsourcing
  - Inter-task coordination
    - integrated view of network design, transportation, distribution, and inventory
  - Intra-firm coordination
    - operations, supply chain, sales, commercial, finance, and new products
    - Sales and Operations Planning
    - New Product Launch Process
  - Inter-firm coordination in supply chains (channel management)
    - Collaborative Planning Forecasting and Replenishment
    - Efficient consumer response
  - Supply Chain Risk Management
  - Sustainability in supply chains

Career Relevance

- Channel / Brand management (CPG, Industrial)
- Trade management
- Sourcing
- Consulting
- General Management
- Entrepreneurship